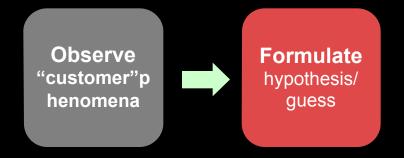
Observe "customer" phenomena



Observe "customer" phenomena

Formulate hypothesis/ guess



Test
hypothesis
talk to
customers

Get out of the building!

Step 3: Test the Problem

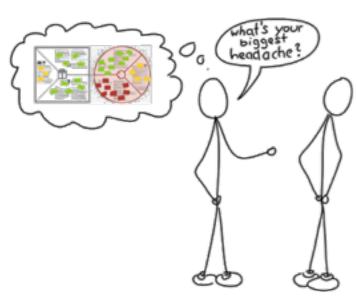
(test your CS & VP guesses)

Value Propositions



Customer Segments





Step 3: Test the Problem

(test your CS & VP guesses)

Value Propositions



Customer Segments



Identify customer problems and needs...

Step 3: Test the Problem

(test your CS & VP guesses)

Value Propositions



Customer Segments



Identify customer problems and needs...

focus on customer pains, desired gains, and jobs.

Observe "customer" phenomena

Formulate hypothesis/ guess

Test
hypothesis
talk to
customers



Modify hypothesis/ guess

Observe "customer" phenomena

Formulate hypothesis/ guess

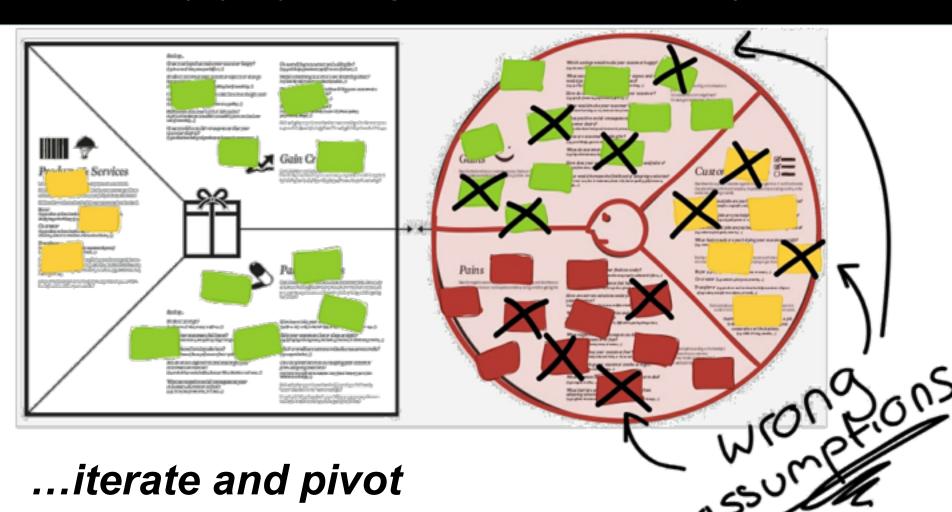
Test
hypothesis
talk to
customers



Iterate or Pivot!

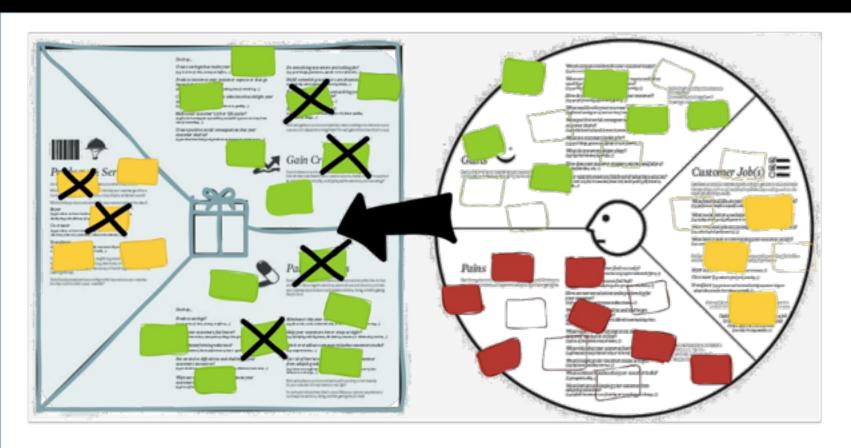
Step 4: Iterate and Pivot

(adjust your CS guesses about the Problem)



Step 4: Iterate and Pivot

(redesign Value Proposition about the Problem)



...iterate and pivot

Observe customer phenomena

Formulate hypothesis/ guess

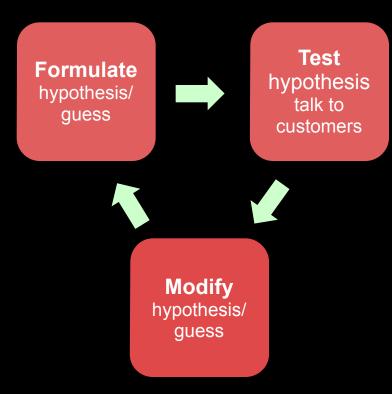
Test
hypothesis
talk to
customers

Step 5



Modify
Hypothesis/
guess

Observe "customer" phenomena



Establish
MVP based
on repeated
validation of
results

Repeat as needed

Observe "customer" phenomena

Formulate hypothesis/ guess

Test
hypothesis
talk to
customers



Establish problem-solution fit

Modify

hypothesis/ guess

Your goal is to validate a

Problem-Solution Fit

Now you can start testing a product...

Minimum Viable Product

(MVP) approach

Test the Solution

Value Propositions



Customer Segments





Test minimum viable product features

Test the Solution

Value Propositions



Customer Segments





Test minimum viable product features

Do they satisfy problems or needs?

Scientific Method for MVP

Observe problem-solution

Build MVP

Build MVP MVP Features

Establish product for early adopters

Modify MVP Features

Repeat as needed